

# TARAlincoln

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## COMPUTER SKILLS

Figma  
Miro

Full Adobe Suite  
Sketch

HTML5/CSS  
User testing

Jira  
Final Cut Pro

## EXPERIENCE

### **Cerebral, New York, NY** *(October 2023 - Present)*

Senior Product Designer for a mental health platform

- Launched Couples Therapy, owning the end-to-end experience
- Conducted user interviews and brainstorming sessions to identify couples needs in seeking therapy
- Finalized onboarding designs, product landing pages, and email campaigns for launching of Couples Therapy
- Determined success metrics for Couples Therapy and worked swiftly iterating on designs to meet customer needs
- Helped with launching the brand redesign and new design system, building out the homepage, landing pages, app store feature screens, and emails
- Regularly presented designs and provided insight into best UX practices to leadership to ensure the customer experience is always at the forefront of new initiatives
- Designed across platforms, including in-app product (iOS and Android) and responsive web
- Worked cross-functionally with product managers, stakeholders, and designers, contributing to business goals

### **Meetup, New York, NY** *(April 2023 - September 2023)*

Senior Product Designer for a platform that fosters communities and connections through peer-led events

- Facilitated organizers to create events with ease and efficiency with a more robust Event Create Stepper
- Redesigned the Money summary page so organizers can visualize how they are monetizing their events and receive insights to improve net earnings
- Conducted user research to understand user needs and determine design initiatives

### **Noom, New York, NY** *(January 2022 - January 2023)*

Senior Product Designer for a health and wellness app

- Increased long-term customer retention and engagement on core product features, including Treat Day, NoomScore, and Noomcoin Evolution
- Created Challenges Dashboard to inject dynamism and increase renewals into the Noom experience
- Brainstormed, wireframed, and prototyped the community social feed for users to interact and motivate one another
- Worked with product managers, stakeholders, and user research to prioritize design initiatives
- Helped facilitate user testing and provide iterative designs for optimal feedback, thus enabling design solutions

### **Crunchbase, San Francisco, CA** *(November 2019 - December 2021)*

Senior Product Designer for a platform that offers business information about private and public companies

- Conducted the redesign for company's profile pages, focusing on accessibility and conversion for everyday users
- Prototyped the purchase flow and subscription management, focusing on efficiency and product education
- Developed a curated recommendation feature that helps our sales users find new prospects
- Created a new Contacts feature allowing users to connect with people and find new leads
- Worked through user flows for a better and more engaging onboarding experience

### **Amazon (Ring), Santa Monica, CA** *(February 2017 - October 2019)*

UI/UX Designer for a consumer security company

- Created landing pages and product pages for Ring.com, focusing on high conversion and site usability
- Established a design system to be implemented in all future designs
- Created prototypes of design modules to demonstrate interactivity and functionality
- Involvement with user research, A/B tests, and usability tests to understand customer needs
- Designed the app interface for the launch of Neighborhoods (a digital neighborhood watch)
- Designed admin portal for customer service agents, focusing on the UX for improved customer assistance

## EDUCATION

### **University of Michigan, Stamps School of Art and Design, Ann Arbor, MI**

BFA degree in Art and Design, Minor Degree: Art History

### **University of Arts London, Central Saint Martins, London, UK**

Graphic Design Study Abroad Program

## OTHER INTERESTS

Travel, Skiing, Hiking, Taylor Swift Music, Painting, Reading, Formula 1, Cooking & Baking